

CLAIMS

What is claimed is:

1. A method of generating a media on demand (MOD) event in a media generation system, comprising the steps of:
 - a) generating a user selectable MOD event in a stateless software module;
 - b) receiving a MOD event protocol file for the selected MOD event, the protocol file indicating the source of a media signal for the selected MOD event; and
 - c) directing the media generation system to generate the MOD event based on the MOD event protocol file.
2. The method of generating a media on demand (MOD) event in a media generation system of claim 1, further comprising the step of parsing the MOD event protocol file and wherein step c) includes directing the media generation system to generate the MOD event based on the parsed MOD event protocol file.
3. The method of generating a media on demand (MOD) event in a media generation system of claim 1, wherein the stateless software module is a Web browser.
4. The method of generating a media on demand (MOD) event in a media generation system of claim 1, wherein step a) includes generating a user selectable link coupled to a MOD event in a page of a Web Browser.

1 5. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 4, wherein step b) includes receiving a MOD event protocol file from the selected link
3 for the MOD event.

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1 6. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 5, wherein the media generation system is a windowless system.

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1 7. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 5, wherein the media generation system is a video generation system and the MOD
3 event is a video on demand (VOD) event.

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1 8. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 7, wherein the media generation system is a television set top box.

1 9. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 8, wherein the MOD event protocol file includes the screen location for the video
3 media event within a page of the Web Browser.

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1 10. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 9, wherein the MOD event protocol file includes the height and width of the VOD
3 event within the page of the Web Browser.

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1 11. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 10, wherein the MOD event protocol file includes the channel location of the VOD
3 event.

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1 12. A method of generating a media on demand (MOD) event in a media generation system,
2 comprising the steps of:

- 3 a) generating a user selectable MOD event in a stateless software module;
4 b) receiving a MOD event protocol file for the selected MOD event; and
5 c) the stateless software module evoking a MOD event handler software module upon
6 receiving the MOD event protocol file, the MOD event handler software module
7 performing the step of directing the media generation system to generate the MOD event
8 based on the MOD event protocol file.

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1 13. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 12 wherein step c) includes the stateless software module evoking a MOD event
3 handler software module upon receiving the MOD event protocol file, the MOD event
4 handler software module performing the steps of:

- 5 a) parsing the MOD event protocol file; and
6 b) directing the media generation system to generate the MOD event based on the parsed
7 MOD event protocol file.

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1 14. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 12, wherein the stateless software module is a Web browser and wherein step a)
3 includes generating a user selectable link coupled to a MOD event in a page of a Web
4 browser.

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1 15. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 14, wherein step b) includes receiving a MOD event protocol file from the selected link
3 for the MOD event.

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1 20. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 19, wherein the MOD event protocol file includes the height and width of the VOD
3 event within the page of the Web Browser.

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1 21. The method of generating a media on demand (MOD) event in a media generation system of
2 claim 20, wherein the MOD event protocol file includes the channel location of the VOD
3 event.

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2 22. The method of generating a media on demand (MOD) event in a media generation system of
claim 13, wherein the MOD event handler software module is a Web Browser plug-in.

3
2 23. A method of generating a Video on demand (VOD) event in a windowless television set top
box, comprising the steps of:
3 a) generating a user selectable link coupled to a VOD event in a page of a Web Browser;
4 b) receiving a VOD event protocol file for the VOD event from the selected link;
5 c) the Web Browser evoking a VOD event handler plug-in upon receiving the VOD event
6 protocol file, the VOD event handler plug-in performing the step of directing the set top
7 box to generate the VOD event based on the VOD event protocol file.

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1 24. The method of generating a Video on demand (VOD) event in a windowless television set
2 top box of claim 23 wherein step c) includes the Web Browser evoking a VOD event handler
3 plug-in upon receiving the VOD event protocol file, the VOD event handler plug-in
4 performing the steps of:
5 a) parsing the media event protocol file; and
6 b) directing the set top box to generate the VOD event based on the parsed VOD event
7 protocol file.

1 25. The method of generating a Video on demand (VOD) event in a windowless television set
2 top box of claim 24, wherein the VOD event protocol file includes the screen location for the
3 VOD event within the page of the web browser.

1 26. The method of generating a Video on demand (VOD) event in a windowless television set
2 top box of claim 25, wherein the VOD event protocol file includes the height and width of
3 the VOD media event within the page of the web browser.

1 27. The method of generating a Video on demand (VOD) event in a windowless television set
2 top box of claim 26, wherein the VOD event protocol file includes the channel location of the
3 VOD event.

1 28. A method of generating a Video on demand (VOD) event, comprising the steps of:
2 a) generating a user selectable link coupled to a VOD event in a page of a Web Browser;
3 b) receiving the request for the VOD event;
4 c) generating a VOD event protocol file for the requested VOD event;
5 d) transmitting the VOD event protocol file to the requesting link;
6 e) receiving the VOD event protocol file for the VOD event from the selected link; and
7 f) the Web Browser evoking a VOD event handler plug-in upon receiving the VOD event
8 protocol file, the VOD event handler plug-in performing the step of directing the
9 generation of the VOD event based on the VOD event protocol file.

1 29. The method of generating a Video on demand (VOD) event of claim 28 wherein step c)
2 includes the Web Browser evoking a VOD event handler plug-in upon receiving the VOD
3 event protocol file, the VOD event handler plug-in performing the steps of:
4 a) parsing the media event protocol file; and
5 b) directing the generation of the VOD event based on the parsed VOD event protocol file.

1 30. The method of generating a Video on demand (VOD) event of claim 29, wherein the VOD
2 event protocol file includes the screen location for the VOD event within the page of the web
3 browser.

1 31. The method of generating a Video on demand (VOD) event of claim 30, wherein the VOD
2 event protocol file includes the height and width of the VOD media event within the page of
3 the web browser.

1 32. The method of generating a Video on demand (VOD) event of claim 28, further comprising
2 the step of dynamically allocating a channel for the VOD event and wherein step c) includes
3 generating a VOD event protocol file for the requested VOD event where the VOD event
4 protocol file includes the dynamically allocated channel.

1 33. The method of generating a Video on demand (VOD) event of claim 31, wherein the VOD
2 event protocol file includes the channel location of the VOD event.

3 34. A method of generating a Video on demand (VOD) event, comprising a set top box
4 performing the steps of:

- 5 a) generating a user selectable link coupled to a VOD event in a page of a Web browser;
- 6 b) receiving a VOD event protocol file for the VOD event from the selected link; and
- 7 c) evoking a VOD event handler plug-in upon receiving the VOD event protocol file, the
8 VOD event handler plug-in performing the step of directing the generation of the VOD
9 event based on the VOD event protocol file;
- 10 and a VOD server performing the steps of:
- 11 d) receiving a request for the VOD event from the set top box;
- e) generating a VOD event protocol file for the requested VOD event; and
- f) transmitting the VOD event protocol file to the requesting link of the set top box.

1 35. The method of generating a Video on demand (VOD) event of claim 34 wherein step c)
2 includes evoking a VOD event handler plug-in upon receiving the VOD event protocol file,
3 the VOD event handler plug-in performing the steps of:
4 a) parsing the media event protocol file; and
5 b) directing the generation of the VOD event based on the parsed VOD event protocol file.

1 36. The method of generating a Video on demand (VOD) event of claim 35, wherein the VOD
2 event protocol file includes the screen location for the VOD event within the page of the web
3 browser.

1 37. The method of generating a Video on demand (VOD) event of claim 36, wherein the VOD
2 event protocol file includes the height and width of the VOD media event within the page of
3 the web browser.

1 38. The method of generating a Video on demand (VOD) event of claim 34, the VOD server
2 further performing the step of dynamically allocating a channel for the VOD event and
3 wherein step e) includes generating a VOD event protocol file for the requested VOD event
4 where the VOD event protocol file includes the dynamically allocated channel.

1 39. The method of generating a Video on demand (VOD) event of claim 34, the VOD server
2 further performing the step of transmitting the VOD event on the dynamically allocated
3 channel.

1 40. The method of generating a Video on demand (VOD) event of claim 37, wherein the VOD
2 event protocol file includes the channel location of the VOD event.

1

1 41. An article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system, the article of manufacture comprising computer readable storage media
3 including program logic embedded therein that causes control circuitry to perform the steps
4 of:

- 5 a) generating a user selectable MOD event in a stateless software module;
6 b) receiving a MOD event protocol file for the selected media event, the protocol file
7 indicating the source of a media signal for the selected MOD event; and
8 c) directing the media generation system to generate the MOD event based on the MOD
9 event protocol file.

10

11 42. The article of manufacture for use in generating a media on demand (MOD) event in a media
12 generation system of claim 41, further performing the step of parsing the MOD event
13 protocol file and wherein step c) includes directing the media generation system to generate
14 the MOD event based on the parsed MOD event protocol file.

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1 43. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 41, wherein the stateless software module is a Web browser.

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1 44. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 41, wherein step a) includes generating a user selectable link
3 coupled to a MOD event in a page of a Web Browser.

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1 45. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 44, wherein step b) includes receiving a MOD event protocol file
3 from the selected link for the MOD event.

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1 50. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 49, wherein the MOD event protocol file includes the height and
3 width of the VOD event within the page of the Web Browser.

1 51. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 50, wherein the MOD event protocol file includes the channel
3 location of the VOD event.

1 52. An article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system, the article of manufacture comprising computer readable storage media
3 including program logic embedded therein that causes control circuitry to perform the steps
4 of:

- 5 a) generating a user selectable MOD event in a stateless software module;
- 6 b) receiving a MOD event protocol file for the selected media event; and
- 7 c) the stateless software module evoking a MOD event handler software module upon
8 receiving the MOD event protocol file, the MOD event handler software module
9 performing the step of directing the media generation system to generate the MOD event
10 based on the MOD event protocol file.

1 53. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 52 wherein step c) includes the stateless software module evoking
3 a MOD event handler software module upon receiving the MOD event protocol file, the
4 MOD event handler software module performing the steps of:
5 a) parsing the MOD event protocol file; and
6 b) directing the media generation system to generate the MOD event based on the parsed
7 MOD event protocol file.

1 54. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 52, wherein the stateless software module is a Web browser and
3 wherein step a) includes generating a user selectable link coupled to a MOD event in a page
4 of a Web browser.

1 55. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 54, wherein step b) includes receiving a MOD event protocol file
3 from the selected link for the MOD event.

1 56. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 54, wherein the media generation system is a windowless system.

1 57. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 54, wherein the media generation system is a video generation
3 system and the MOD event is a VOD event.

1 58. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 54, wherein the media generation system is a television set top
3 box.

1 59. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 55, wherein the MOD event protocol file includes the screen
3 location for the VOD event within a page of the Web Browser.

60. The article of manufacture for use in generating a media on demand (MOD) event in a media
generation system of claim 59, wherein the MOD event protocol file includes the height and
width of the VOD event within the page of the Web Browser.

61. The article of manufacture for use in generating a media on demand (MOD) event in a media
generation system of claim 60, wherein the MOD event protocol file includes the channel
location of the VOD event.

1 62. The article of manufacture for use in generating a media on demand (MOD) event in a media
2 generation system of claim 53, wherein the MOD event handler software module is a Web
3 Browser plug-in.

1 63. An article of manufacture for use in generating a Video on demand (VOD) event in a
2 windowless television set top box, the article of manufacture comprising computer readable
3 storage media including program logic embedded therein that causes control circuitry to
4 perform the steps of:
5 a) generating a user selectable link coupled to a VOD event in a page of a Web Browser;
6 b) receiving a VOD event protocol file for the VOD event from the selected link;
7 c) the Web Browser evoking a VOD event handler plug-in upon receiving the VOD event
8 protocol file, the VOD event handler plug-in performing the step of directing the set top
9 box to generate the VOD event based on the VOD event protocol file.

1 64. The article of manufacture for use in generating a Video on demand (VOD) event in a
2 windowless television set top box of claim 63 wherein step c) includes the Web Browser
3 evoking a VOD event handler plug-in upon receiving the VOD event protocol file, the VOD
4 event handler plug-in performing the steps of:
5 a) parsing the media event protocol file; and
6 b) directing the set top box to generate the VOD event based on the parsed VOD event
7 protocol file.

1 65. The article of manufacture for use in generating a Video on demand (VOD) event in a
2 windowless television set top box of claim 64, wherein the VOD event protocol file includes
3 the screen location for the VOD event within the page of the web browser.

1 66. The article of manufacture for use in generating a Video on demand (VOD) event in a
2 windowless television set top box of claim 65, wherein the VOD event protocol file includes
3 the height and width of the VOD media event within the page of the web browser.

1 67. The article of manufacture for use in generating a Video on demand (VOD) event in a
2 windowless television set top box of claim 66, wherein the VOD event protocol file includes
3 the channel location of the VOD event.

1 68. An article of manufacture for use in generating a Video on demand (VOD) event, the article
2 of manufacture comprising computer readable storage media including program logic
3 embedded therein that causes control circuitry to perform the steps of:

- 4 a) generating a user selectable link coupled to a VOD event in a page of a Web Browser;
5 b) receiving the request for the VOD event;
6 c) generating a VOD event protocol file for the requested VOD event;
7 d) transmitting the VOD event protocol file to the requesting link;
8 e) receiving the VOD event protocol file for the VOD event from the selected link; and
9 f) the Web Browser evoking a VOD event handler plug-in upon receiving the VOD event
10 protocol file, the VOD event handler plug-in performing the step of directing the
11 generation of the VOD event based on the VOD event protocol file.

1 69. The article of manufacture for use in generating a Video on demand (VOD) event of claim 68
2 wherein step c) includes the Web Browser evoking a VOD event handler plug-in upon
3 receiving the VOD event protocol file, the VOD event handler plug-in performing the steps
4 of:
5 a) parsing the media event protocol file; and
6 b) directing the generation of the VOD event based on the parsed VOD event protocol file.

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2 70. The article of manufacture for use in generating a Video on demand (VOD) event of claim
3 69, wherein the VOD event protocol file includes the screen location for the VOD event
4 within the page of the web browser.

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2 71. The article of manufacture for use in generating a Video on demand (VOD) event of claim
3 70, wherein the VOD event protocol file includes the height and width of the VOD media
4 event within the page of the web browser.

1 72. The article of manufacture for use in generating a Video on demand (VOD) event of claim
2 68, further comprising the step of dynamically allocating a channel for the VOD event and
3 wherein step c) includes generating a VOD event protocol file for the requested VOD event
4 where the VOD event protocol file includes the dynamically allocated channel.

1 73. The article of manufacture for use in generating a Video on demand (VOD) event of claim
2 71, wherein the VOD event protocol file includes the channel location of the VOD event.

1 74. A media on demand (MOD) generation system, comprising:

- 2 a) means for generating a user selectable MOD event in a stateless software module;
- 3 b) means for receiving a MOD event protocol file for the selected media event, the protocol
- 4 file indicating the source of a media signal for the selected MOD event; and
- 5 c) means for directing the generation of the MOD event based on the MOD event protocol
- 6 file.

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2 75. The media on demand (MOD) generation system of claim 74, further comprising means for
3 parsing the MOD event protocol file and wherein the means for directing the generation of
4 the MOD event includes means for directing the generation of the MOD event based on the
5 parsed MOD event protocol file.

6 76. The media on demand (MOD) generation system of claim 74, wherein the stateless software
7 module is a Web browser.

1 77. The media on demand (MOD) generation system of claim 74, wherein the means for
2 generating a user selectable link includes means for generating a user selectable link coupled
3 to a MOD event in a page of a Web Browser.

1 78. The media on demand (MOD) generation system of claim 73, wherein the means for
2 receiving includes means for receiving a MOD event protocol file from the selected link for
3 the MOD event.

79. The media on demand (MOD) generation system of claim 78, wherein the MOD generation system is a windowless system.

80. The media on demand (MOD) generation system of claim of 78, wherein the MOD generation system is a video generation system and the MOD event is a video on demand (VOD) event.

81. The media on demand (MOD) generation system of claim 80, wherein the MOD generation system includes a television set top box.

82. The media on demand (MOD) generation system of claim 81, wherein the MOD event protocol file includes the screen location for the video media event within a page of the Web Browser.

83. The media on demand (MOD) generation system of claim 82, wherein the MOD event protocol file includes the height and width of the VOD event within the page of the Web Browser.

84. The media on demand (MOD) generation system of claim 83, wherein the MOD event protocol file includes the channel location of the VOD event.

1 85. A media on demand (MOD) generation system, comprising:

- 2 a) means for generating a user selectable MOD event in a stateless software module;
- 3 b) means for receiving a MOD event protocol file for the selected media event; and
- 4 c) means for evoking a MOD event handler software module upon receiving the MOD
- 5 event protocol file, the MOD event handler software module including means for
- 6 directing the generation of the MOD event based on the MOD event protocol file.

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2 86. The media on demand (MOD) generation system of claim 85 wherein the means for evoking

3 includes means for evoking a MOD event handler software module upon receiving the MOD

4 event protocol file, the MOD event handler software module includes means for performing

5 the steps of:

- 6 a) parsing the MOD event protocol file; and
- 7 b) directing the generation of the MOD event based on the parsed MOD event protocol file.

1 87. The media on demand (MOD) generation system of claim 85, wherein the stateless software

2 module is a Web browser and wherein means for generating a user selectable link includes

3 means for generating a user selectable link coupled to a MOD event in a page of a Web

4 browser.

1 88. The media on demand (MOD) generation system of claim 87, wherein the means for

2 receiving includes means for receiving a MOD event protocol file from the selected link for

3 the MOD event.

1 89. The media on demand (MOD) generation system of claim 87, wherein the MOD generation
2 system is a windowless system.

1 90. The media on demand (MOD) generation system of claim 87, wherein the MOD generation
2 system is a VOD generation system and the MOD event is a VOD event.

1 91. The media on demand (MOD) generation system of claim 87, wherein the MOD generation
2 system includes a television set top box.

1 92. The media on demand (MOD) generation system of claim 91, wherein the MOD event
2 protocol file includes the screen location for the VOD event within a page of the Web
3 Browser.

1 93. The media on demand (MOD) generation system of claim 92, wherein the MOD event
2 protocol file includes the height and width of the VOD event within the page of the Web
3 Browser.

1 94. The media on demand (MOD) generation system of claim 93, wherein the MOD event
2 protocol file includes the channel location of the VOD event.

1 95. The media on demand (MOD) generation system of claim 86, wherein the MOD event
2 handler software module is a Web Browser plug-in.

1 96. A Video on demand (VOD) system, comprising:
2 a) means for generating a user selectable link coupled to a VOD event in a page of a Web
3 Browser;
4 b) means for receiving a VOD event protocol file for the VOD event from the selected link;
5 and
6 c) means for evoking a VOD event handler plug-in upon receiving the VOD event protocol
7 file, the VOD event handler plug-in including means for directing the generation of the
8 VOD event based on the VOD event protocol file.

9 97. The Video on demand (VOD) system of claim 96 wherein the means for evoking includes
10 means for evoking a VOD event handler plug-in upon receiving the VOD event protocol file
11 and the VOD event handler plug-in includes means for performing the steps of:
12 a) parsing the media event protocol file; and
13 b) directing the set top box to generate the VOD event based on the parsed VOD event
14 protocol file.

15 98. The Video on demand (VOD) system of claim 97, wherein the VOD event protocol file
16 includes the screen location for the VOD event within the page of the web browser.

17 99. The Video on demand (VOD) system of claim 98, wherein the VOD event protocol file
18 includes the height and width of the VOD media event within the page of the web browser.

1 100. The Video on demand (VOD) system of claim 99, wherein the VOD event
2 protocol file includes the channel location of the VOD event.

1 101. A Video on demand (VOD) system, comprising:

- 2 a) means for generating a user selectable link coupled to a VOD event in a page of a Web
3 Browser;
- 4 b) means for receiving the request for the VOD event;
- 5 c) means for generating a VOD event protocol file for the requested VOD event;
- 6 d) means for transmitting the VOD event protocol file to the requesting link;
- 7 e) means for receiving the VOD event protocol file for the VOD event from the selected
8 link; and
- 9 f) means for evoking a VOD event handler plug-in upon receiving the VOD event protocol
10 file, the VOD event handler plug-in including means for directing the generation of the
11 VOD event based on the VOD event protocol file.

1 102. The Video on demand (VOD) system of claim 101 wherein the means for evoking
2 includes means for evoking a VOD event handler plug-in upon receiving the VOD event
3 protocol file, the VOD event handler plug-in includes:

4 a) means for parsing the media event protocol file; and

5 b) means for directing the generation of the VOD event based on the parsed VOD event
6 protocol file.

1 103. The Video on demand (VOD) system of claim 102, wherein the VOD event
2 protocol file includes the screen location for the VOD event within the page of the web
3 browser.

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1 104. The Video on demand (VOD) system of claim 103, wherein the VOD event
2 protocol file includes the height and width of the VOD media event within the page of the
3 web browser.

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1 107. A Video on demand (VOD) system, comprising: a set top box performing the
2 steps of:

3 a) a set top box comprising:

4 i) means for generating a page in a Web browser having a user selectable link
5 coupled to a VOD event;

6 ii) means for receiving a VOD event protocol file for the VOD event from the
7 selected link; and

8 iii) means for evoking a VOD event handler plug-in upon receiving the VOD event
9 protocol file, the VOD event handler plug-in including means for directing the
10 generation of the VOD event based on the VOD event protocol file; and

11 b) a VOD server comprising:

12 i) means for receiving a request for the VOD event from the set top box;

13 ii) means for generating a VOD event protocol file for the requested VOD event; and

14 iii) means for transmitting the VOD event protocol file to the requesting link of the
15 set top box.

1 108. The Video on demand (VOD) system of claim 107, wherein the means for
2 evoking includes means for evoking a VOD event handler plug-in upon receiving the VOD
3 event protocol file, the VOD event handler plug-in including:

4 a) means for parsing the media event protocol file; and

5 b) means for directing the generation of the VOD event based on the parsed VOD event
6 protocol file.

1 109. The Video on demand (VOD) system of claim 108, wherein the VOD event
2 protocol file includes the screen location for the VOD event within the page of the web
3 browser.

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1 110. The Video on demand (VOD) system of claim 109, wherein the VOD event
2 protocol file includes the height and width of the VOD media event within the page of the
3 web browser.

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111. The Video on demand (VOD) system of claim 107, the VOD server further
including means for dynamically allocating a channel for the VOD event and wherein the
means for generating the VOD event protocol file includes means for generating a VOD
event protocol file for the requested VOD event where the VOD event protocol file includes
the dynamically allocated channel.

1 112. The Video on demand (VOD) system of claim 111, the VOD server including
2 means for transmitting the VOD event on the dynamically allocated channel.

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1 113. The Video on demand (VOD) system of claim 110, wherein the VOD event
2 protocol file includes the channel location of the VOD event.

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